ANNUAL REPORT 1983-1984

LOTTO 649 Instant Super Loto Provincial

85-1166/

September 30, 1984

The Honourable Reuben Baetz
Minister of Tourism and Recreation
77 Bloor Street West
Toronto, Ontario
M7A 2R9

Dear Mr. Baetz:

Pursuant to the provisions of the Ontario Lottery Corporation Act, I have the pleasure of presenting to you the ninth annual report of the Ontario Lottery Corporation for the year ending March 31, 1984.

Yours very truly,

Donald J. MacLean
Chairman of the Board

REPORT HIGHLIGHTS

($ million)

	1983/84		1982/83	
	actual	% gross sales	actual	% gross sales
Sales	661.8	100.0	550.0	100.0
Commissions	50.3	7.6	44.1	8.0
Prizes	341.0	51.5	294.4	53.5
Operating expenses	53.7	8.1	48.0	8.8
Profit	216.7	32.8	163.5	29.7

ER PHOTO

tion of deafness is lessened by using a hoard and telephone hook-up. rt of a multi-faceted $829,000 grant fr ttery-funded Trillium Foundation, this Ca produced technology is available throug e Canadian Hearing Society's Technical Aids Program, co-ordinated by John Kidd, pictured.

CHAIRMAN'S REPORT

Success is defined as reaching a goal. And when Ontario entered the lottery field in 1975, its goal was to raise money for public projects not normally eligible for funding.

In the fiscal year 1983/84, the Ontario Lottery Corporation recorded $216.7 million in net profit, bringing the total generated in nine years to over $1 billion.

These funds have been transformed into thousands of sports, fitness, recreational, cultural, health and environmentally-related health research and social service projects all across Ontario.

But the contribution of our lotteries is best measured in more personal terms. They have played a significant role in helping Ontarians meet some of their own goals and needs in a variety of ways.

And through the Trillium Foundation, up to $15 million annually in lottery profits are channelled to province-wide social service agencies. This unique Foundation is helping charitable organizations extend their important community services by becoming more independent and self-sufficient.

Credit for our lotteries' success must go to loyal players who enjoy the fun and entertainment of the games. Special appreciation must also be paid to retiring chairman, J. Gilbert Bowness, the Corporation's hard-working directors, staff and sales network.

We look forward to our tenth year of operation with enthusiasm and a firm commitment to our goal of service to the people of Ontario.

Donald J. MacLean
Chairman of the Board

BOARD OF DIRECTORS

The Ontario Lottery Corporation's board of directors represents a cross-section of the province. It is responsible for determining corporate policy and maximizing operational efficiency.

DONALD J. MacLEAN, chairman — Willowdale (Feb. 17, 1976 — Feb. 16, 1985). Appointed chairman in April 1984, Mr. MacLean has also served the Interprovincial Lottery Corporation for four years. A chartered life underwriter, he is chairman of the board of regents of Mount Allison University.

FERN GUINDON, vice-chairman — Cornwall (Feb. 17, 1975 — Feb. 16, 1987). A director since the Corporation's creation, Mr. Guindon was appointed vice-chairman in April 1984. During his career in the Ontario Legislature as member for Stormont from 1957-1974, he held a variety of portfolios.

MOLLIE CALLAGHAN, director — Toronto (Feb. 17, 1981 — Feb. 16, 1987). Mrs. Callaghan's journalistic background complements the extensive talents of the board. She contributes to several specialized publications.

ALBERT HANSEN, director — Ottawa (Oct. 29, 1981 — Feb. 16, 1985). Mr. Hansen's experience as a financial executive in the automotive industry is a valuable asset to both the Ontario and Interprovincial lottery corporations.

MONIQUE JACQUES, director — Kapuskasing (Feb. 17, 1981 — Feb. 16, 1987). Active in her community, Mrs. Jacques is vice-chairman of the Kapuskasing Separate School Board. She has also been active with the Canadian Cancer Society in its education department.

C. RONALD S. MacKENZIE, MD, director — St. Catharines (Feb. 7, 1981 — Feb. 16, 1987). Dr. MacKenzie is a gynaecology chief at Hotel Dieu Hospital. He is also a former director of the Ontario Arts Council.

D. NORMAN MORRIS, CA, president — Mississauga. Mr. Morris is the chief executive officer of the Corporation and president and director of the Interprovincial Lottery Corporation.

C. GORDON ROSS, BD, director — Scarborough (Feb. 17, 1981 — Feb. 16, 1986). After a law career, Mr. Ross was ordained a United Church minister in 1967. He is pastor of the Knob Hill United Church.

Ontario Lottery Corporation Senior Staff
D. Norman Morris, president
Adam J. Hawkins, executive vice-president
J. Michael Holroyde, vice-president, Sales and Distribution
Douglas R. Mackie, vice-president, Marketing
John MacNabb, vice-president, Computer Services
John Van Camp, controller

PRESIDENT'S REPORT

"We value the dialogue built with our customers for it has allowed us to develop and change products in the way they want them."

If any business is to prosper, it must listen to its customers and design products they want to buy. It's a simple philosophy, but one the Ontario Lottery Corporation has subscribed to since it began nine years ago.

We value the dialogue built with our customers for it has allowed us to develop and change products in the way they want them.

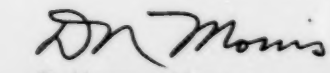
And in the fiscal year 1983/84, the Corporation once again listened and responded, resulting in its best-ever performance on behalf of its shareholders, the people of Ontario.

Gross ticket sales of $661.8 million increased 20% from last year, available prizes totalled $341.0 million and profits $216.7 million. Despite increased costs, operating expenses, measured as a percentage of gross sales, decreased to 8.1% from 8.8% last year.

There were several contributing factors to our strong performance: the launch of Shoot to Score, our first instant game and the tremendous popularity Lotto 6/49 enjoyed, particularly during January 1984 when the Jackpot reached a historic $13.9 million.

A tribute must go to the Corporation's 204 staff members who, during the Lotto 6/49 excitement, saw workloads triple and quadruple when Ontario sales climbed to over $21 million during the final week. This remarkable productivity translated into annual profit per staff member of over $1 million for the benefit of our shareholders.

To our players, our thanks for your support. To the people of Ontario, we repeat our pledge of responsible, secure and efficient lottery administration to ensure the on-going contribution of lotteries to our province.



D. Norman Morris
President

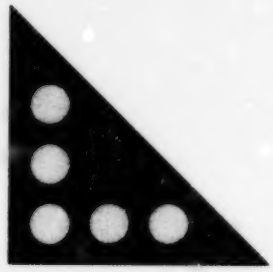
FIVE-YEAR REVIEW

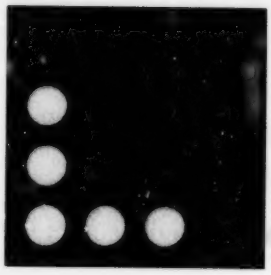
OPERATING HIGHLIGHTS
($000)

	1979/80	1980/81	1981/82	1982/83	1983/84
SALES	323,787	490,333	506,896	550,096	661,818
COMMISSIONS	28,292	41,203	41,397	44,136	50,318
PRIZES	182,733	270,324	271,893	294,394	341,019
TOTAL OPERATING EXPENSES	22,196	36,702	44,974	54,402	58,354
INTEREST	4,250	6,728	8,888	6,373	4,612
INCOME	92,844*	148,833	157,520	163,537	216,739
NUMBER OF GAMES	4	4	4	5	6

*AFTER EXTRAORDINARY EXPENSES

A NEW LOTTERY LOGO





The identification of a product or service with a symbol has been an effective means of communication for centuries.

And now, Ontario lottery players can spot ticket outlets at a glance, thanks to a new symbol introduced throughout the province in June 1984.

It's all part of a two-year program to provide a consistent lottery image in the marketplace. It will also allow the Corporation to reduce promotional expenditures and eliminate some of the advertising clutter at the retail level.

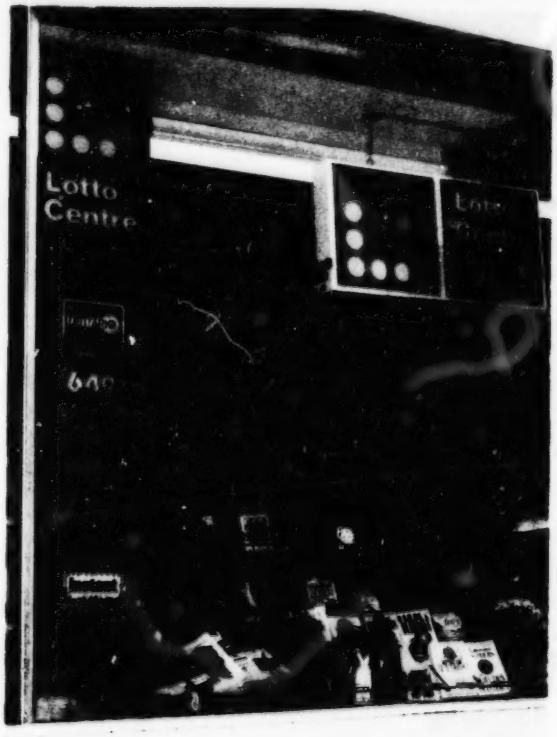
Composed of two elements, the new logo consists of a red triangle with five yellow circles superimposed on a blue square. The circles form a letter 'L' in the lower left triangle, denoting Ontario's lotteries. They are also a visual reminder of the balls used to draw winning numbers.

Because of the thousands of different retail locations, the program is made up of a variety of components to suit individual outlets. These include door and window decals, illuminated signs and hanging panels to create harmony within the lottery family and give equal emphasis to each game. Since the elements can be permanently installed, the need for replacements is eliminated.

The 2,200 on-line ticket locations across the province have currently been converted. Attention is now being directed to the other 14,000 retail outlets with total conversion scheduled by 1986.

And to continue the consistency, the Ontario Lottery Corporation will use the red triangle and five yellow circles as its new corporate logo. It will be applied to all materials from letterhead to vehicles throughout the organization.

This will provide the final link in the creation of a simple, uniform image for Ontario's government lotteries.



A LOOK AT THE LOTTERY

An interview with Donald J. MacLean, chairman, and D. Norman Morris, president.

Every year the Ontario Lottery Corporation welcomes thousands of inquiries from its players. In the following interview, the chairman and president answer some recent questions.

You've now had nine years to study major lottery winners. What happens? What do they do with their winnings?
MacLEAN: Interestingly enough, most tell us the same thing: life goes on pretty much the same — and that's just fine with them.
MORRIS: In fact, in our research with winners, more than 90% keep their jobs and less than a quarter pay off their mortgage or buy a new home. Winners invest their prize money for future security and more often than not, share it with family, friends and charities.

Are they harassed as some reports would lead us to believe?
MORRIS: No. The real life experience of nearly 1,000 winners shows only 2% found solicitations to be a problem.

Some people say those who buy the most lottery tickets are the ones who can least afford it. Is this true?
MORRIS: The truth is most people in Ontario play lotteries: 85% of all households at one time or another. People with lower and higher household incomes actually play less than those with moderate incomes. And this shows up time and time again in all lottery jurisdictions' research.

How much do people spend on lottery tickets?
MORRIS: The average reported expenditure on lottery tickets in Ontario is $8.50 per month.
MacLEAN: Looking at it from another view, per capita spending on lotteries last year was $76, much less than alcohol or tobacco per capita sales at about $343 and $200 respectively.

What is the role of lottery advertising? Does it encourage players to spend too much money?
MacLEAN: We view advertising as an essential method of communicating information about our games to our players.
MORRIS: But we have very strict guidelines: We talk about the prizes and the dates the draws take place. What we avoid is showing people winning large sums of money.
MacLEAN: We believe our philosophy doesn't encourage people to overspend.

Is there too much, as some people say?
MORRIS: You know, in looking at any type of advertising, some people say there is too much. Lotteries are no different. However, in some recent public opinion research, two out of three Ontarians approved of our advertising, while the majority thought it not excessive.

Compulsive gambling has received a lot of attention in recent years. Is there a link between lotteries and addictive behaviour?

"Lotteries have raised over $1 billion in the nine years they've been operating in Ontario."
MacLEAN

"And this public service aspect is the only reason lotteries exist today."
MORRIS

MacLEAN: There's no question that compulsive gambling is a problem in society today. Right now, there are very few scientific studies on the subject, though I think some are being contemplated. From what we can find, there is little connection between lotteries and addictive behaviour.
MORRIS: We're lead to believe that lotteries don't appeal to heavy gamblers because there isn't enough immediate gratification in them. Buying a ticket and waiting a week or month for a draw isn't of interest. They're more attracted to the

kind of immediate response horse races, casino or high stake card games offer.

How much money have lotteries raised and where do lottery profits go?
MacLEAN: Lotteries have raised over $1 billion in the nine years they've been operating in Ontario. Profits from Ontario-only games, Wintario, Lottario and Instant, go to sports, physical fitness, cultural and recreational projects. Those games we operate on behalf of the Interprovincial Lottery Corporation, Provincial, Super Loto and Lotto 6/49, dedicate the proceeds to health and environmentally-related health research and social service programs and projects through the Trillium Foundation. As well, in the past, $100 million were spent on hospital capital projects.
MORRIS: And this public service aspect is the only reason lotteries exist today. Before 1975, Ontario residents were sending $100 million to other lottery jurisdictions. Now they can enjoy the benefits lottery profits provide in their own province.

The Ontario Lottery Corporation operates six games now. Isn't this enough? What are your plans for the future?
MORRIS: Like any other business operation, we listen to our players. Our experience has shown that the lottery business, like any other, is segmented. We try to design different games to satisfy the various kinds of markets. Needless to say, if I've got my favorite game, I might think the others aren't needed.
MacLEAN: But the fact that all of our games are popular indicates there is a market for them.

If you have any questions you'd like answered, contact the Ontario Lottery Corporation's Public Relations department at 2 Bloor Street West, 24th floor, Toronto, Ontario, M4W 3H8 or call (416) 961-6262.

"I've always wanted time to be with old and sick people," she said when claiming the prize with her brother, "now I'll have it."

MARIA DiCOSTANZO

Multimillionaires. Never have we had as many winners collect million plus and multi-million dollar prizes.

The phenomenon was sparked by Lottario and Lotto 6/49's growing jackpots which are added to the next week's prize if not won. This creates the possibility for multimillion dollar jackpots. That possibility became reality for seven individuals or groups of winners in Ontario during the year.

For Maria and Salvatore DiCostanzo of Toronto, winning $4.1 million in the March 10, 1984 Lotto 6/49 draw was a dream come true

— a dream for Maria to bring comfort to the scores of senior citizens she regularly visited in the Toronto area. "I've always wanted time to be with old and sick people," she said when claiming the prize with her brother, "now I'll have it."

The DiCostanzos also planned to assist the 20 members of their family. And for themselves? Nothing extravagant — early retirement and a holiday in the sun to let their good fortune sink in.

The largest tax-free lottery prize in North American history, $13.9 million, was collected by Stuart and Lillian Kelly of Brantford in January.

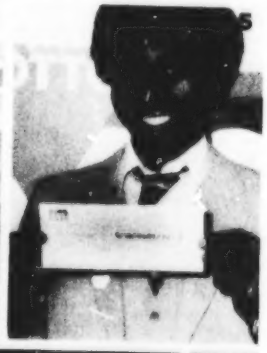
Bernard Christopher, a $1.4 million winner in the September 10, 1983 Lotto 6/49 draw, planned to use his windfall to buy a house for his mother in St. Lucia. "She sacrificed quite a

lot for her five children and I always felt it was up to me to pay her back," the Willowdale resident said while claiming his prize.

And when Rexdale resident, Glenn Rawlin claimed his $1.1 million prize from the March 24, 1984 Lottario draw, he hadn't finalized his plans but was considering starting up "a daycare centre because my wife likes to work with children. I'm also going to donate a good sum to a Roman Catholic charity."

Ontario's fifth million-dollar-plus winner was Keith Meluish of Milton, a $1.1 million Lotto 6/49 winner from the March 17, 1984 draw

1. Maria and Salvatore DiCostanzo of Toronto with the Honourable Reuben Baetz, Minister of Tourism and Recreation and minister responsible for lotteries – $4.1 million, Lotto 6/49.
2. Stuart and Lillian Kelly of Brantford – $13.9 million, Lotto 6/49.
3. Inco miners, Rex Hewlett, Ray MacLaren, Howard Mulligan, MacDonald Oldford, Ellis Tiller and their wives – $1.2 million, Lotto 6/49.
4. Glenn Rawlin of Rexdale – $1.1 million, Lottario.
5. Bernard Christopher of Willowdale – $1.4 million, Lotto 6/49.
6. Keith Meluish of Milton with wife Judy and daughter Michelle – $1.1 million, Lotto 6/49.



How would the money affect their lives? "If you've got what we've got, a good marriage, good friends and family and you win money on top of that, it's just a bonus," wife Judy explained.

And a group of five Sudbury miners and their wives shared a $2.4 million Lotto 6/49 Jackpot in February with 21 Toronto police employees.

New ones are created every single week all over Ontario. And when it happens, you read about them in daily or weekly newspapers. Or hear about them on the radio or see them on television. They come from the north, south, east and west, reflecting the diverse cultural identity characteristic of Ontario. They represent every income, age and occupational group in the province.

Who are they? They're Ontario lottery prizewinners and they've cashed in on more than just luck. In fact, this fiscal year, more than 21 million winners shared over $330 million in prizes, representing an overall prize redemption rate of 89%.

But smiles tell the story much more effectively than statistics. Behind every smile, there's a unique lottery experience, through which emerges a picture of Ontario's lottery winners. The common denominator? A 'life as usual' reaction.

Take, for example, $500,000 Provincial lottery winner Tony McLellan. When asked what he planned to do with his prize, the Burlington father replied, "I'm not going out to buy a restaurant or anything like that. I'm going to bank it and see what kind of interest we can live off."

Then there was 74-year-old Ingersoll native, Olave King. Even though Mrs. King knew she had won a $691,437 Lottario Jackpot, she finished her housework before confirming her win with an agent. A $3-a-week player, Mrs.

King explained she was not a gambler. "I know the people who sell the tickets and they're very nice down there."

Although life tends to run its normal course, winning a lottery is indeed exciting. Million dollar Super Loto winners Yang Soo and Bok Ja Lee can attest to this after discovering their April 1983 win. Still surprised at their good fortune weeks after winning, Mr. Lee said, "I just kept thinking, how can you believe it? I'm just a quiet worker and never imagined I'd become a millionaire."

For Thunder Bay resident Peter Mykulak, winning $100,000 in an August Wintario draw meant a financially secure retirement. The

60-year-old transport driver just planned on slowing down, remodelling his kitchen and banking the rest of the windfall.

Ontario's lottery prizewinners are a remarkable group. They are, without a doubt, very lucky individuals with their feet planted firmly on the ground.

1. Tony McLellan of Burlington – $500,000, Provincial.
2. Olave King of Ingersoll – $691,437.60, Lottario.
3. Alaine Kam-Kin and daughter Stacie of Windsor – $121,646.90, Lotto 6/49.
4. Bernice McDaniel and son Don of Kirkland Lake – $100,000, Wintario.
5. Peter Mykulak of Thunder Bay – $100,000, Wintario.
6. Bok Ja and Yang Soo Lee of Port Elgin – $1 million, Super Loto.
7. Georgette Belair of Ottawa – $25,000, Provincial.
8. Steve Neamtu and son of Welland – $10,000, Shoot to Score Instant.
9. Tien Ngoc Truong of Toronto – $10,000, Super Loto.
10. Trevor Auld of Mississauga – $14,821.60, Lottario.

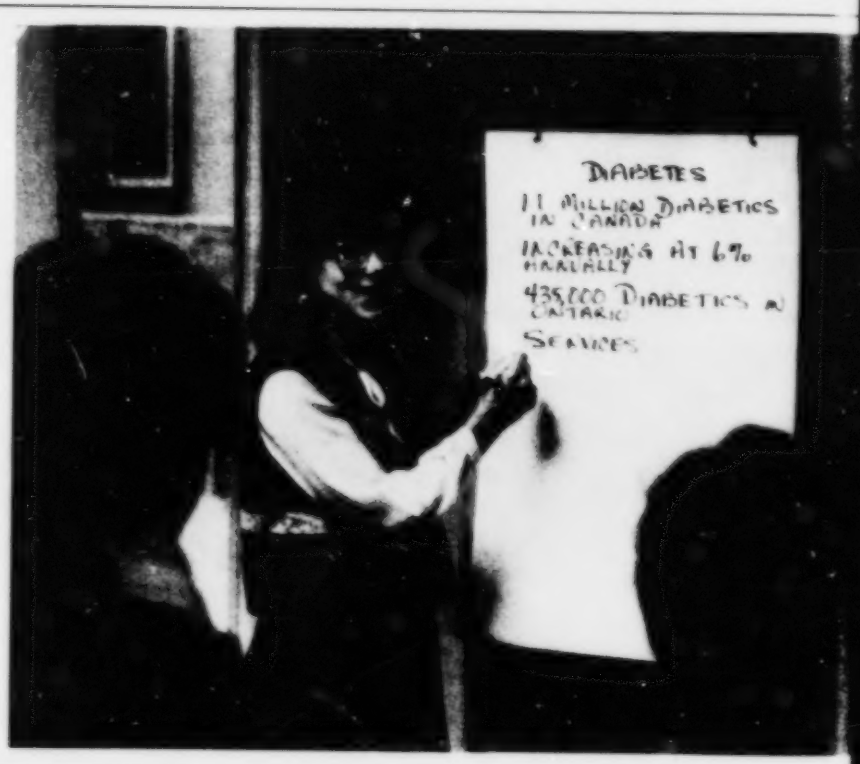
Behind every smile, there's a unique lottery experience, through which emerges a picture of Ontario's lottery winners. The common denominator? A 'life as usual' reaction.

Over one billion dollars. It's an incredible sum that has touched every part of Ontario, from rural towns to great urban centres.

Lottery monies are currently at work assisting communities build much-needed recreational facilities, helping researchers find answers to important medical and environmental questions and aiding non-profit social service agencies in realizing their goals to help disabled and disadvantaged people.

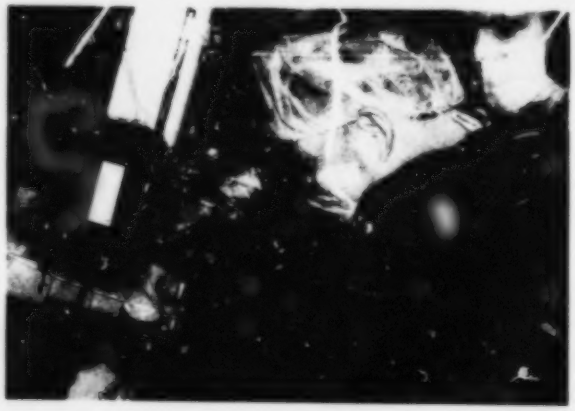
In just nine years, the Ontario Lottery Corporation has generated almost $1.1 billion, $216.7 million in the 1983/84 fiscal year. These monies are turned over to the government and distributed by several ministries to sports,

Lottery dollars assist province-wide social service agencies.



fitness, culture, recreation, health and environmentally-related health research. And, through the Trillium Foundation, a variety of volunteer social service organizations also benefit.

The Trillium Foundation receives up to $15 million annually from lottery profits. Trillium funds have directly or indirectly assisted more than 1,000 local branches or member-groups around the province and have extended the work of more than 80,000 volunteers involved with the 21 province-wide organizations funded to date.



Health and environmentally-related health research projects also benefit.

The Canadian Diabetes Association's Ontario division is one such beneficiary of lottery dollars. Over a three-year period, $300,000 will provide funding for a program to assist 45,200 Ontario diabetics address psychological and social problems connected with diabetes.

Three main groups are targeted for help: children and youth, seniors and newly-diagnosed diabetics. These patients must deal with the fear of blindness, early death, amputation, cardiovascular disease, stress, suicide and family adjustment.

Medical treatment of diabetes has always been a priority. But now, through the Trillium Foundation, the Canadian Diabetes Association will provide much-needed counselling on the psychological aspects of the disease.

And when it comes to elevating our quality of life, lottery-funded projects spring to the forefront. Take, for example, the new John P. Robarts Research Institute in London. Currently under construction, the Institute will study arteriosclerosis and the formation of aneurysms, stroke, aging, organ transplants and diabetes.

With a $3.6 million lottery grant dedicated to construction costs, the Institute has a projected completion date of 1986. With its goal of preventing premature death and disability, the Institute will bring together dedicated research scientists to share ideas, knowledge and technology.

And in the area of sports, Wintario has long been recognized for its contributions. This funding is significant in a year that saw such success for many Ontario athletes, including Shawn O'Sullivan, Angela Davis, Alex Baumann and Victor Davis, at the Olympic Games.

But Wintario monies have assisted athletes of all ages and all levels of achievement. Lottery dollars have helped build recreation and competition facilities, buy needed equipment and assist in many other aspects of sport development from training through travel.

All areas of funding have provided benefits in one way or another. Benefits that cannot be measured in dollars. Benefits designed to serve and improve the quality of life we enjoy in Ontario.

Physical fitness, sports, cultural and recreational projects are also lottery grant recipients.

PLAYERS

A lottery cannot be successful without players. And who are Ontario's lottery players? Simply put, almost everyone.

According to a research survey*, 76% of Ontarians support the existence of lotteries and 85% had purchased a lottery ticket at some time, with participation coming from every age and income bracket.

The study showed, however, that participation is slightly less for the elderly and those in lower and higher income groups. In fact, the average lottery player, according to the research, is middle-aged, moderately-educated and a middle-income earner.

LOTTERY PARTICIPATION*

"Have you ever purchased a lottery ticket?"

AVERAGE	85.3%
SEX	
male	89.8%
female	80.8%
AGE	
18 — 24	81.4%
25 — 29	86.5%
30 — 34	87.8%
35 — 39	89.2%
40 — 49	85.9%
50 — 59	88.9%
60 +	79.1%
EDUCATION	
Elementary/some high school	86.3%
High school	89.5%
Vocational/technical/college	88.7%
Some university/in school	79.7%
University	79.6%
INCOME	
less than $15,000	79.5%
$15,000 — $24,999	83.4%
$25,000 — $29,999	90.5%
$30,000 — $39,999	88.5%
$40,000 — $49,999	88.8%
$50,000 +	81.3%

Examination of spending levels indicates that while the average reported monthly expenditure on lotteries is $8.50, almost three-quarters of players spend less than $10.

Other points of interest included:

— the majority (58%) of Ontarians report spending less than $5 per month.

— 54% of players buy only one game; 32% play two games while 14% participate in three or more lotteries.

And after a player becomes a winner, what

happens then? Well, according to on-going research with major prize winners, life goes on as normal.

The Corporation's survey of almost 1,000 grand prize winners has revealed very reassuring data.

— 91% of winners returned to work.
— 79% banked or invested their windfall, 42% shared with family and charities, 25% paid off their mortgage or bought a new home, 26% purchased a new vehicle and 23% travelled.
— only 2% reported problems with requests for donations.
— 90% reported fair treatment by the news media.

And the experiences of very large winners ($500,000 or more) are very similar to the smaller ones.

— 75% kept their jobs, with many of the remainder taking early retirement or returning to school.
— uses of winnings included: 92% invested, 82% shared with family and charities, 67% bought a new vehicle, 50% purchased a new home or paid off their mortgage and 47% took a vacation.
— only 5% reported solicitations for donations a problem.
— 95% reported fair treatment by the news media.

LOTTERY EXPENDITURE PER MONTH*
Average expenditure: $8.50 per month

"During the course of the past month, how much money would you say you personally spent on lottery tickets?"

	LESS THAN $5	$5 — $9	$10 OR MORE
AVERAGE	58.8%	15.9%	25.3%
SEX			
male	50.0%	16.9%	33.0%
female	68.8%	14.6%	16.6%
AGE			
18 — 24	59.7%	18.5%	21.8%
25 — 29	64.2%	18.9%	16.8%
30 — 34	62.5%	18.3%	19.3%
35 — 39	56.2%	12.5%	31.3%
40 — 49	56.9%	14.7%	28.4%
50 — 59	50.0%	15.1%	34.8%
60 +	60.3%	10.3%	29.2%
EDUCATION			
Elementary/some high school	52.2%	15.2%	32.6%
High school	51.3%	18.7%	29.9%
Vocational/technical/ college	55.4%	19.6%	25.0%
Some university/ in school	71.4%	11.2%	17.4%
University	73.9%	11.7%	14.4%
INCOME			
less than $15,000	60.8%	15.7%	23.5%
$15,000 — $24,999	56.4%	15.8%	27.9%
$25,000 — $29,999	50.0%	15.2%	34.8%
$30,000 — $39,999	53.4%	16.4%	30.2%
$40,000 — $49,999	59.7%	22.1%	18.2%
$50,000 +	77.8%	11.1%	11.1%

*DECIMA RESEARCH: JULY 1984 (SAMPLE SIZE: 800)

Lotto 6/49 was among the most popular topics of conversation during the six weeks leading up to the $13.9 million Jackpot prize.

The highlights of this fiscal year were undoubtedly the record Lotto 6/49 Jackpot in January followed by the launch of the Corporation's first instant game in March.

Lotto 6/49 was among the most popular topics of conversation during the six weeks leading up to the $13.9 million Jackpot prize. With record sales levels and constant media focus, the game received international attention, with hundreds of inquiries coming into the Corporation from all over the world.

And after the draw, all North America waited for the winners to declare themselves. Thousands of calls poured into Corporation offices each day while news media 'camped out' in the lobby, hoping to be the first to meet North America's largest lottery winners.

Sales recorded the excitement. In Ontario, they grew from $1.7 million in the first week to $21.8 million in the final one, contributing to national sales in the same period of $6 million to $67.5 million. The excitement brought a large number of first-time players into the game, many of whom remained regular players.

The impact of the expanded player base was demonstrated in average Ontario weekly sales which increased from $1.8 million before the record prize cycle to $4.2 million after. Similarly, national sales grew from $6.2 million to $14.3 million.

Then in March, the Corporation launched its first instant game, Shoot to Score. Players could scratch and win instant prizes from $2 to $10,000 in an imaginary hockey game. The $2-a-ticket game also offered draw prizes of $100,000.

While no major game changes were introduced during the fiscal year, Wintario, Lottario, Provincial and Super Loto offered players a variety of innovative bonus draws. Wintario continued its three-week bonus draw format, introducing an instant bonus draw in early 1984. Lottario's first ever bonus draw featured 'Fun Month' — $1 million in bonus Jackpot prizes over a four-week period. Provincial bonus draws offered players extra prizes of $10,000, $25,000 or $55,555. And Super Loto again made available 1,000 Canadian-produced automobiles as prizes in the summer and 1,000 prizes of $10,000 each in January.

And in April 1984, Wintario introduced an instant Win'fall prize feature and boosted the top prize to $200,000. The Lotto 6/49 prize structure was revamped to limit Jackpot growth after the pool reaches $7 million in response to public demand to limit Jackpot prizes.

Gross sales	$184.4 million
Net profit	$40.1 million
Chances of winning:	
top prize	1 in 4,000,000
major prize*	1 in 1,000,000
any prize	1 in 17.6

Gross sales	$201.3 million
Net profit	$74.7 million
Chances of winning:	
top prize	1 in 3,260,000
major prize*	1 in 466,089
any prize	1 in 28

Gross sales	$10.6 million
Net profit	$2.7 million
Chances of winning:	
top prize	1 in 1,000,000
major prize*	1 in 74,074
any prize	1 in 8.2

Ontario gross sales	$53.0 million
Ontario net proceeds	$16.3 million
Chances of winning:	
top prize	1 in 1,000,000
major prize*	1 in 200,000
any prize	1 in 3.4

Ontario gross sales	$54.0 million
Ontario net proceeds	$15.8 million
Chances of winning:	
top prize	1 in 500,000
major prize*	1 in 222,222
any prize	1 in 4

Ontario gross sales	$158.3 million
Ontario net proceeds	$66.8 million
Chances of winning:	
top prize	1 in 13,983,816
major prize*	1 in 1,997,688
any prize	1 in 53

*TOP TWO PRIZES

The Wintario show, with hosts Faye Dance and Greg Beresford, is televised live from a different Ontario community each week.

Bill Lawrence hosts the weekly Lottario draw which is televised live every Saturday night.

DISTRIBUTION OF REVENUE

A record $661.8 million in gross sales was generated by the Corporation in the fiscal year 1983/84.

This provided a greater prize payout, returning $341.0 million as prizes. Cash prizes ranged from $2 to a North-American record of $13.9 million.

Net profit/proceeds also rose, reaching $216.7 million. These monies were dedicated to physical fitness, sports, culture, recreation, health and environmentally-related health research and province-wide social service projects.

Increased sales also sparked a rise in retailer and distributor commissions, reaching $50.3 million. This prosperity was shared by over 16,000 retailers across Ontario who sell the Corporation's products and 47 independent distributors who are responsible for supplying retailers with tickets.

Distributors receive an average of 2 1/2% commission on Wintario, Provincial and Super Loto; 1% on Instant and a $6 weekly service fee for Lottario and Lotto 6/49 terminals.

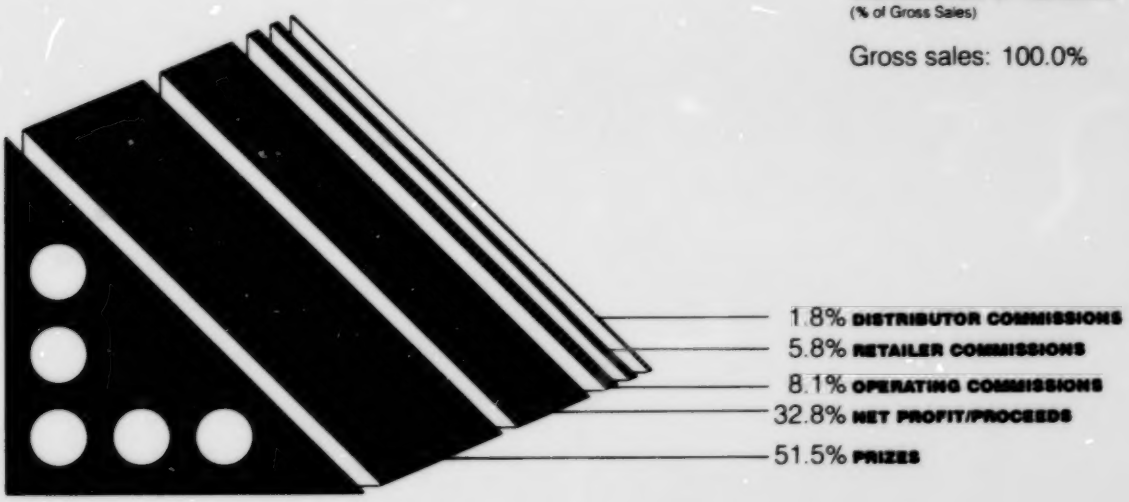
Retailers receive 8% commission for Wintario and Instant and 5% for all other games in addition to bonus commissions of $100 to $1,500 for selling grand prize winning tickets.

Actual operating costs increased to $53.7 million, representing a decrease to 8.1% as a percentage of gross sales. Inflation and the launch of the Corporation's first instant game contributed to higher actual costs.

Operating expenses also included a $12.4 million payment to the federal government as part of the 1979 agreement that governed its withdrawal from the gaming field. Since 1980, Ontario has contributed $41.3 million, bringing the total payment to the federal government from Canada's four lottery jurisdictions to $128.7 million.

DISTRIBUTION OF REVENUE
(% of Gross Sales)

Gross sales: 100.0%



A record $661.8 million in gross sales generated net profit/proceeds of $216.7 million.

BALANCE SHEET

STATEMENT OF NET PROFIT/PROCEEDS DUE TO THE TREASURER OF ONTARIO

STATEMENT OF OPERATIONS

NOTES TO FINANCIAL STATEMENTS

Office of the
Provincial
Auditor.

To the Board of Directors of the Ontario Lottery Corporation and to the Minister of Tourism and Recreation.

I have examined the balance sheet of the Ontario Lottery Corporation as at March 31, 1984 and the statements of operations and net profit/proceeds due to the Treasurer of Ontario for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1984 and the results of its operations for the year then ended in accordance with the accounting policy described in Note 1a to the financial statements, applied on a basis consistent with that of the preceding year.

A report on the audit has been made to the Corporation and to the Minister.

D.F. Archer, F.C.A.,
Provincial Auditor.

Toronto, Ontario,
August 3, 1984

LOTTARIO

LOTTO 649

Instant

Super Loto

Provincial

POOR

QUALITY

ORIGINAL